

# THE CHINESE GATEWAY

## 中國門戶

**Value-oriented, communications with a perspective: No matter how the communication devices change or how the media landscape evolves, the audience's demand for high-quality contents will remain unchanged. The production team of Phoenix Satellite Television Company Limited ("Phoenix TV") has persistently adhered to the media standards including "updated, committed, in-depth" by delivering high quality of news reporting, profession acumen and consistently winning the recognition of the worldwide audience amid the constant development and transformation of broadcasting forms and platforms, making an impact on influential people.**

價值有導向，傳播有態度。無論傳播載體如何變化、傳播生態如何發展，受眾對優質內容的需求是永恆不變的；鳳凰衛視有限公司（「鳳凰衛視」）的製作團隊始終秉承「速度、溫度、深度」的媒體標準，深耕新聞品質、堅守專業價值，在傳播形態、傳播平台不斷更新迭代的形勢下，始終以高質素的節目贏得觀眾的青睞和認可，影響有影響力的人。



According to the research data\*, Phoenix TV has exhibited a strong influence on business elites as shown by the remarkable proportion of audience who were enterprise management personnel, enterprise owners, legal representatives and board members.

Enterprise management personnel accounted for 31.6% of the audience of Phoenix TV, representing 1.1 times of the national average; enterprise owners accounted for 4.4% of the audience, representing 1.3 times of the national average; board members accounted for 23.2%, representing 1.3 times of the national average; and legal representatives accounted for 20.5%, representing 1.6 times of the national average.

### Many Business Elites are Attracted by Phoenix TV

Among the viewers of Phoenix TV, the proportions of enterprise management personnel and enterprise owners were higher than the national average levels. The research data indicated that enterprise management personnel accounted for 31.6% of the audience of Phoenix TV, representing 1.1 times of the national average; and enterprise owners accounted for 4.4% of the audience, representing 1.3 times of the national average.

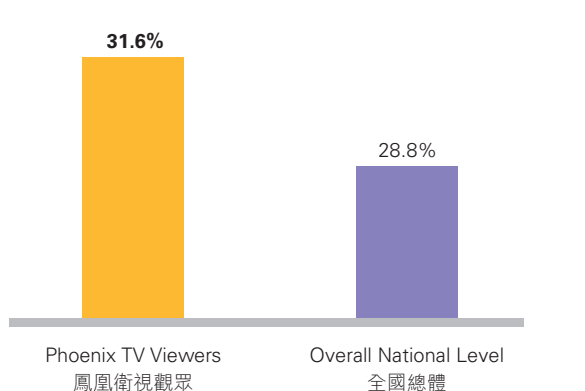
根據調查\*數據顯示，鳳凰衛視對商務精英人士擁有強大的影響力，企業管理人員、企業主、法人代表、董事會成員的比例均表現突出。

鳳凰衛視觀眾中企業管理人員佔比為31.6%，是全國平均水平的1.1倍；企業主觀眾佔比為4.4%，是全國平均水平的1.3倍；董事會成員佔比23.2%，是全國平均水平的1.3倍；法人代表佔比20.5%，是全國平均水平的1.6倍。

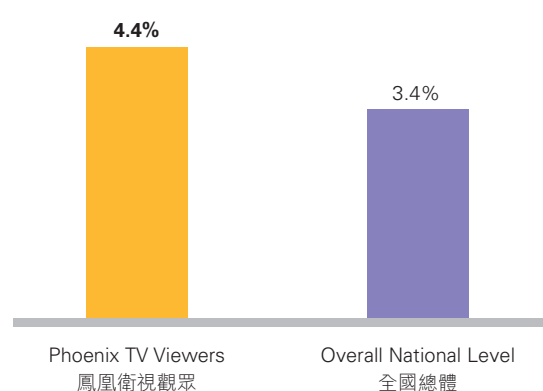
### 鳳凰衛視吸引眾多商務精英人士

鳳凰衛視觀眾中，企業管理人員和企業主的佔比均高於全國水平。新富調查顯示，鳳凰衛視觀眾中，企業管理人員佔比為31.6%，是全國平均水平的1.1倍；企業主觀眾佔比為4.4%，是全國平均水平的1.3倍。

The Proportion of Enterprise Management Personnel Viewers (%)  
Phoenix TV vs Overall National Level  
鳳凰衛視觀眾中企業管理人員相比全國水平的比例(%)



The Proportion of Enterprise Owner Viewers (%)  
Phoenix TV vs Overall National Level  
鳳凰衛視觀眾中企業主相比全國水平的比例(%)



\*Source: SINOMONITOR, Research database of China New Rich Marketing and Media Study (H3), 2018 (In 2004, SINOMONITOR introduced a key phrase of "Three Highs" (i.e. "High Income", "High Education", "High Perception", which was subsequently renamed as "New Rich")

\*數據來源：新生代•中國新富市場與媒體研究(H3)調查數據庫·2018(新生代市場監測機構於2004年提出「三高」這一關鍵詞(即「高收入」、「高學歷」、「高感知」)，後改名為「新富」。)

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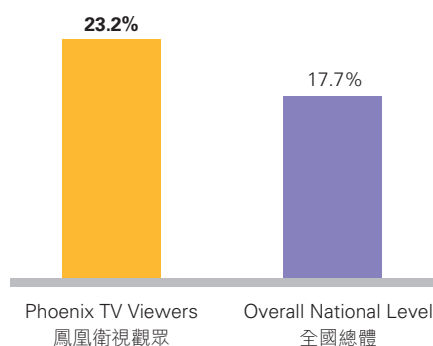
#### Phoenix TV Connects a Large Number of Corporate Decision-making Viewers

The audience of Phoenix TV generally has high decision-making power in corporates. According to the research data, board members accounted for 23.2% of the audience of Phoenix TV, representing 1.3 times of the national average with a proportion higher than that of the mainstream channels in China, demonstrating that the various channels of Phoenix TV have been the favorite channels of senior corporate decision-makers.

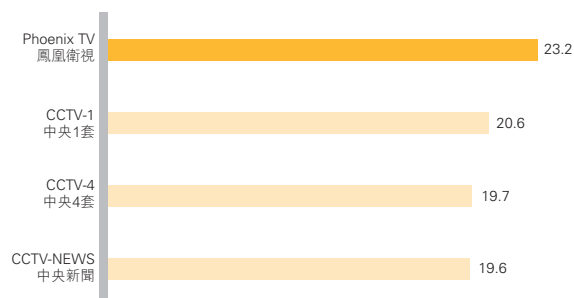
#### 鳳凰衛視吸引大量企業決策層觀眾

鳳凰衛視觀眾在企業決策中擁有高決策權。新富調查顯示，鳳凰衛視觀眾中董事會成員佔比達23.2%，是全國平均水平的1.3倍，也高於國內其它主流頻道，顯示出鳳凰衛視各頻道是企業高層決策層鍾愛的頻道。

The Proportion of Board Members Viewers (%)  
Phoenix TV vs Overall National Level  
鳳凰衛視觀眾中董事會成員相比全國水平的比例(%)



The Proportion of Board Members Viewers (%)  
Mainstream Channels in China  
國內主流頻道觀眾中董事會成員的比例(%)



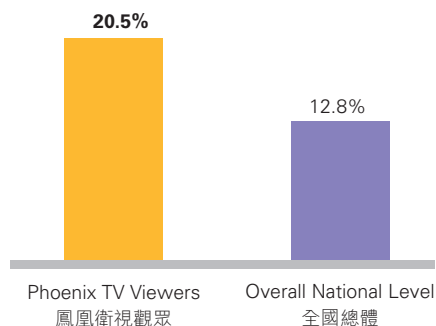
#### Phoenix TV is Favored by Legal Representatives

Among the viewers of Phoenix TV, the proportion of legal representatives accounted for 20.5%, representing 1.6 times of the national average with a proportion higher than that of the mainstream channels in China, demonstrating that Phoenix TV has been the favorite channel of viewers who were legal representatives.

#### 鳳凰衛視獲法人代表觀眾的青睞

鳳凰衛視觀眾中法人代表佔比達20.5%，是全國平均水平的1.6倍，也高於國內其它主流頻道，表明鳳凰衛視是具法人代表身份的觀眾最喜歡收看的電視頻道。

The Proportion of Legal Representatives Viewers (%)  
Phoenix TV vs Overall National Level  
鳳凰衛視觀眾中法人代表相比全國水平的比例(%)



The Proportion of Legal Representatives Viewers (%)  
Mainstream Channels in China  
國內主流頻道觀眾中法人代表的比例(%)

